

# PRINCIPLES FOR COMMUNICATING GLOBAL JUSTICE AND SOLIDARITY



## Ask why you are communicating

Be clear about the purpose of our communications. What do we want people to think, feel or do when they read our communications?



## Be clear about the causes of the problem

Make it clear why a problem exists using language that is easy to understand, don't assume that people know what we are talking about.



## Show that change is possible

Highlight previous successful changes to make future ones seem more likely. Tell a story that supports the role people have in creating change.



## Paint a picture of the future

In order to inspire and motivate people, give them something to work towards. It can be simple, but we need a vision, otherwise we are only defining ourselves by what we are not.



## Understand what's missing

Often what we leave out of a message is just as important as what we put in. Leaving something out can change the way a problem is viewed.



## Characters matter!

Build solidarity and highlight the similarities between different groups. Avoid portraying anyone as a helpless victim.



## Organisations shouldn't be lone heroes

It's about collective action. Instead of making our organisations out to be lone heroes, talk about how we have worked with others in partnership. We are standing with people, not helping them up.



## Avoid the traps!

Be careful not to fall into common pitfalls when you're communicating. Don't repeat the opposition's claims even when arguing against them. Don't use euphemistic language or jargon. Make it clear what you are talking about - it is not "austerity" it is "damaging cuts to public services".



## Promote helpful beliefs

Think about the beliefs the language we use brings to mind. Are these beliefs helpful to us and the wider cause?



## Make our message motivating and true to our values

People care about justice and fairness. That should be a core element of our communications. There may be other benefits to the work we do, but don't rely on them as they change the focus and power of our argument.



## Practice makes perfect better...

Reflect on what you want to communicate before you start writing. Build in some time to reflect on what you have written before completing a message. Connect with others in your organisation and beyond to discuss communication and framing issues.



## Remember...

This is a learning process, we may not always get the message perfect, but it is important to be mindful of the language we are using and the consequences of using it.